

POSITION DESCRIPTION



Position title	Membership and Partnerships Coordinator
Group	Communications, Policy and Partnerships
Classification	Level 5
Location	Hybrid working arrangements - combination of work at Carers Victoria Melbourne CBD and home-based office work, in line with business needs.
Reports to	General Manager - Communications, Policy & Partnerships
FTE	0.8 FTE, Ongoing role

Organisational Purpose
<p>Carers Victoria is a for-purpose organisation working to make sure that the almost 1 million unpaid carers across the state are understood, recognised and supported as while it is an important role, it can also be a challenging one.</p> <p>To progress our vision of a future in which all unpaid carers are recognised, valued and supported, we:</p> <ul style="list-style-type: none"> • provide them with free with advice and information to help them in their role • connect them to respite activities that allow them to take a break and recharge; • deliver events and education for carers and carer-interested organisations • collect, analyse and release information about carers so their role and their needs are better understood. <p>These contribute to our purpose of advancing understanding of Victoria’s unpaid carers and improving their access to assistance - whoever they are, wherever they live, and whomever may be in their care relationship/s. Every Victorian will know, need and/or be an unpaid carer at some point in their lives so the potential reach of our work is significant.</p> <p>Carers Victoria also prides itself on being an enthusiastic, inclusive, and fun workplace. The people who work with us tell us that they value our warm and welcoming work environment, our high level of flexibility and that the work we do makes a real difference. Our values speak to who we are and what matters to us:</p> <p>Committed to carers and caring Able to build and strengthen community Respectful and united in our differences Empower curious and creative pioneers Responsible for our actions, we celebrate success, learn from the rest</p>
Group Purpose
<p>Communications, Policy and Partnerships</p> <p>The Communications, Policy and Partnerships Group will have responsibility for leading the organisation’s:</p> <ul style="list-style-type: none"> • Marketing and communications, strategic partnerships and membership acquisition functions. All critical to achieving the organisation’s Strategic Plan, the Group will work collaboratively with staff across the organisation to build and execute strategies that drive increased public awareness of carers and Carers Victoria; that exponentially grow the number of carers connected and engaged with Carers Victoria; and building partnerships with corporate and philanthropic partners that contribute to both these gains and revenue diversification. • Policy and insight’s function, building a cross organisational evaluation program and supporting the development and dissemination of timely, strategic and engaging analysis and commentary that drives increased awareness and support for carers and carer informed services, policy and advocacy efforts; and • People, culture and leadership function, creating a supportive workplace and a thriving, high-performing workforce.

Position Description - Purpose and Objectives

Growing the number of carers connected to Carers Victoria and strengthening our partnerships with external organisations is a high strategic priority for the organisation. The organisation is implementing a statewide member acquisition plan and strategic partnerships strategy that will set out the organisational approach to this, both through leveraging existing relationships and growing new ones that can contribute to exponential growth in the number of carers connected to Carers Victoria across the State and external organisations that can assist us to achieve our mission.

The Membership and Partnerships Coordinator will have four key roles:

- Progressing exponential growth in membership numbers by identifying and developing relationships with new partner organisations identified in the organisational strategy,
- Maintaining current data and providing cross organisational reports on overall progress against the goals set by the Board and management,
- Identifying opportunities to leverage cross organisational touchpoints with carers to grow Carers Victoria's connections with carers across the state, and
- Supporting the implementation of Board-agreed partnership development strategies.

In terms of growing membership numbers through new partner organisations, the Membership and Partnerships Coordinator will:

- Proactively implement the agreed strategic membership acquisition plan to exponentially increase the number of carers connected to Carers Victoria
- Under the guidance of the General Manager, CPP document, execute and report on an implementation plan for that work that clearly sets out milestones, targets, audiences and tactics for achieving the growth
- Forge strong and positive new organisational relationships as identified in the plan, managing an efficient and effective communications strategy and developing relevant content, messaging and other products to support effective, strategic engagement
- Continuously identifying, and in consultation with the General Manager CPP, implementing adjustments to member acquisition activities within the scope of their plan, to drive efficient and effective achievement of goals

The reporting function will include:

- Maintaining accurate, real-time data regarding:
 - The membership acquisition and strategic partnerships pipelines, status of activities and relationships, using the agreed technology platform
 - Membership and partnership numbers, distribution and growth along time periodic analysis of key data relevant to these (for example, main drivers of growth in numbers; headline demographics of new members; observations and reflections regarding which strategies are delivering best impact and opportunities for learning)
- Providing timely, monthly data and concise, considered analysis in an agreed format to their GM for provision to the Executive Leadership Team, reporting regarding overall achievement against the organisational plan
- Provision of clear, accurate information and analysis in agreed formats and timeframes to their GM for inclusion in quarterly Board reports.

The Membership and Partnerships Coordinator will work closely with other members of the Communications, Policy and Partnerships team, as well as engaging with designated key contacts in other parts of the organisation to assist in, aligning activities strategically, and supporting the effective take up of new ways of thinking and working within the organisation to increase and retain members, and foster new and existing partnerships.

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OUTPUT AND ACCOUNTABILITES

Area of responsibility		Key elements (including but not limited to)
1.	Member Acquisition and Strategic Partnerships	<ul style="list-style-type: none"> • Implement designated components of the membership acquisition strategy to exponentially grow the number of new members joining Carers Victoria • Implement endorsed partnership development strategies • In discussion with their GM, document and deliver on plans to reach new organisations and markets to grow membership at scale. • Analyse and prepare monthly reports on membership trends and identify opportunities for improvement. • Develop new organisational relationships to achieve the agreed plan, drawing on the networks of other CV staff members to maximise effectiveness. • Collaborate with key contacts as agreed with their GM across the organisation to support effective delivery of agreed milestones and products. • Continuously review progress against the plan and generate new ideas or counter measures for increasing membership growth and enhancing external partnerships. • Develop compelling, targeted products to support membership acquisition and partnership development activities within the scope of the Coordinators plan • Develop and implement agreed strategies to meet or exceed membership sign-ups and retention goals, including development of content to maximise interest among target organisations and their carers. • Analyse market trends and member feedback to recommend improvements to our offerings and strategies to attract new members, and retain existing members.
2.	Professional Development	<ul style="list-style-type: none"> • Undertake relevant training and professional development, including mandatory training.
3.	Occupational Health & Safety, Quality and Continuous Improvement	<ul style="list-style-type: none"> • Comply with requirements of the Occupational Health and Safety Act and all reasonable directives given in relation to health and safety at work. • Provide a positive contribution towards achieving a culturally safe workplace. • Demonstrate commitment to and participate in team quality activities to ensure compliance with Carers Victoria quality accreditation and continuous improvement procedures.
4.	Other Duties	<ul style="list-style-type: none"> • Other duties as directed consistent with skills, qualifications and experience.

ORGANISATIONAL RELATIONSHIPS

Internal	External
<ul style="list-style-type: none"> • CEO & Executive Leadership Team • Cross-department member growth working group members • Carer and Sector Impact Team • Team Members • Other Carers Victoria staff • Direct Manager • Volunteers • Students 	<ul style="list-style-type: none"> • Sector and corporate organisations • Community Groups • Local Councils • Carers and people in their carer relationships

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KEY SELECTION CRITERIA

Parameter	Skills and experience required
Demonstrated capabilities, knowledge, skills and experience:	<p>Essential:</p> <ul style="list-style-type: none"> • Experience in building membership networks or other mutually beneficial partnerships in the health or social services sector • Strong track record in developing strategies to achieve growth at scale and monitoring and meeting KPIs such as membership targets • Experience in developing and implementing new membership strategies in different environments (for example NFPs, Professional associations) • Competence in using O365 software, particularly CRMs, business development tools and other tools required for the effective conduct of the role • Experience in generating accurate, succinct and timely reports using agreed formats <ul style="list-style-type: none"> • Capacity to effectively maintain and advise on membership numbers, growth, partnership strategies and related matters • Knowledge of customer service principles and practices
Qualifications and other requirements:	<p>Essential:</p> <ul style="list-style-type: none"> • Current National Police Records Check. • Current Working with Children Check. <p>Desirable:</p> <ul style="list-style-type: none"> • Relevant qualification in areas such as Business, Commerce, Project Management and/or Marketing
Personal attributes and behaviours:	<p>Essential:</p> <ul style="list-style-type: none"> • Well organised, self starter who is able to prioritise time and resources to maximise impact • Strong communicator who can adapt messaging and approach to different audiences and operate in a manner consistent with Carers Victoria's values • Flexibility, able to reflect, learn and adapt approach to achieve goals • Comfortable with cold calling and lead generation • Demonstrated skills and ability to implement inclusive practice principles when planning and delivering work across diverse communities, including LGBTIQ+ communities, Aboriginal and Torres Strait Islander communities, Culturally and Linguistically Diverse communities. • Ensure workforce interactions with carers are kind, caring and respectful of each person's identity, culture and diversity. • Understanding of Child Safety Legislation and a commitment to child safety practice.

CARERS VICTORIA COMMITMENT

Carers Victoria is an equal opportunity employer and welcomes people from culturally diverse backgrounds, linguistically diverse people, Aboriginal and/or Torres Strait Islander peoples, members of the LGBTIQ+ communities and people with disabilities.

Carers Victoria is committed to maintaining a diverse workforce that reflects the diverse needs of the people we support. We draw pride and strength from our diversity and actively foster an inclusive workplace that celebrates the contribution made by all our people. Carers Victoria is also committed to protecting the best interests and safety of children and vulnerable people.

VERSION CONTROL

Created by:	Acting General Manager, Communications, Policy and Partnerships
Approved by:	CEO
Date:	20 May 2026